

**POLICE MEMORANDUM**  
**#04-2026**

**DATE:** March 9, 2026  
**TO:** Honorable Mayor Meredith Leighty and City Council Members  
**THROUGH:** Heather Geyer, City Manager *hmg*  
**FROM:** James S. May Jr., Chief of Police *JSM/217*  
**SUBJECT:** Verra Mobility Automated Speed Traffic Enforcement Cameras

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**PURPOSE**

To provide City Council with information regarding the implementation of automated speed enforcement systems.

**BACKGROUND**

On Jan. 6, 2025, City Manager Geyer presented an overview of the City of Northglenn's Strategic Plan, which included a timeline for the Northglenn Police Department's (NPD) implementation of automated speed enforcement systems.

Colorado Revised Statute 42-4-110.5 governs Automated Vehicle Identification Systems (AVIS) for traffic law enforcement. The statute establishes uniform state standards, defines AVIS as systems that detect traffic violations through machine-captured images, and authorizes state and local governments to utilize such systems under specific conditions.

AVIS use is restricted to designated areas such as school zones, residential neighborhoods, maintenance zones, and approved corridors. State statute also requires clear signage and establishes strict notification timelines. Violations detected by AVIS are civil in nature, do not result in license points, and may not be reported to the vehicle owner's state driving record. Penalties are capped at \$40 per violation, except in school or maintenance zones where the fine may be doubled to \$80.

Requirements for AVIS Implementation

To implement AVIS, municipalities must:

1. Adopt an Ordinance to authorize use of AVIS systems to detect traffic violations
2. Identify specific corridors where the AVIS will be used
3. Install permanent signage 300 feet before the corridor's start and at each camera location
4. Notify and coordinate with the Colorado Department of Transportation (CDOT) if the AVIS will be on a state highway. Apply for a special use permit if the AVIS will be in a designated corridor on a state highway
5. Post a public notice on the City's website for at least 30 days prior to AVIS implementation
6. Issue only warnings during the first 30 days after activation
7. Publish an annual report disclosing the number of citations issued and the revenue generated by the system
8. Avoid prohibited areas; AVIS may not be used on federal interstate highways

Notice and Enforcement Requirements

When a violation is detected:

1. The registered owner is identified, and a notice of violation is issued by first-class mail, personal service, or comparable delivery service

2. Timeframes
  - In-state vehicles - notice must be sent within 30 days
  - Out-of-state vehicles - notice must be sent within 60 days
3. Notice Requirements
  - Registered owner's name and address
  - License plate number
  - Date, time, and location of violation
  - Civil penalty amount (\$40 / \$80 in school/maintenance zone)
  - Payment or dispute deadline
  - Instructions for payment or contesting the violation
4. Failure to Respond
  - If no response is received within 45 days, a civil penalty assessment notice is issued to demand payment
  - If the owner does not contest the violation or pay by the deadline, the owner waives the right to contest it, and a final order of liability will be issued
5. Appeals
  - The registered owner may request a hearing for the court to consider the case

On May 5, 2025, staff issued a Request for Proposals (RFP) for AVIS services. The RFP closed on July 5, 2025 and three proposals were received. Each proposal was evaluated using comparative rating criteria. Verra Mobility was selected based upon three distinguishing factors: experience with similar projects in Colorado, a comprehensive maintenance and support plan, and the most advantageous cost proposal for the City.

#### **BUDGET/TIME IMPLICATIONS**

Verra Mobility offers lease options for fixed cameras ranging from \$1,500 to \$2,500 per month, with mobile camera options available starting at \$2,500 per month. Administrative processing costs (citation issuance, mailing, collection, and court management) are approximately \$7.00 per citation issued.

#### **STAFF RECOMMENDATION**

Staff recommends moving forward with the implementation of Verra Mobility AVIS technology for speed enforcement in the City.

#### **STAFF REFERENCE**

If Council members have any questions, please contact James S. May, Jr., Chief of Police, at [jmay@northglenn.org](mailto:jmay@northglenn.org) or 303.450.8967.

#### **ATTACHMENTS**

1. Presentation
2. Volume Predictions (5%)
3. Speed Study Report

# ***AUTOMATED SPEED ENFORCEMENT: Verra Mobility***

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**City Council Meeting**  
*March 9, 2026*



**CITY OF**  
**Northglenn**

# PURPOSE

To provide City Council with key insights on the implementation of Automated Vehicle Identification Systems (AVIS) by Verra Mobility for speed enforcement within Northglenn



# ***KEY CONSIDERATIONS***

**Community Impact:** Enhancing traffic safety and reducing speeding violations

**Legal & Policy Framework:** Reviewing ordinances and compliance requirements

**Technology & Infrastructure:** Evaluating camera placement, signage, and vendor options

**Cost & Funding:** Programs are designed to pay for themselves through revenue generation, no upfront costs

**Implementation Timeline:** Establishing a phased rollout strategy



# ***POTENTIAL LOCATIONS***

**City must designate Speed Corridors by Ordinance**

- **104<sup>th</sup> Ave. between Croke Dr. and Livingston Dr.**
- **112<sup>th</sup> Ave. between Washington St. and Larson Dr.**



# **TRAFFIC ANALYSIS 104<sup>TH</sup> AVENUE**

## **Eastbound (E/B) 104<sup>th</sup> Ave. between Croke Dr. and Livingston Dr.**

- **Speed Limit:** 35 MPH
- **Total Vehicle Count (3 Days):** 50,057
- **85th Percentile Speed:** 44 MPH
- **Speed Compliance:** 85% of vehicles travel at or below 44 MPH
- **Excessive Speeding:**
  - 4,293 vehicles exceed the speed limit by 10+ MPH
  - 2,655 vehicles exceed the speed limit by 11+ MPH
  - 2,027 vehicles exceed the speed limit by 12+ MPH



# ***TRAFFIC ANALYSIS 104<sup>TH</sup> AVENUE***

## **Westbound (W/B) 104<sup>th</sup> Ave. between Croke Dr. and Livingston Dr.**

- **Speed Limit:** 35 MPH
- **Total Vehicle Count (3 Days):** 39,205
- **85th Percentile Speed:** 40.3 MPH
- **Speed Compliance:** 85% of vehicles travel at or below 40.3 MPH
- **Excessive Speeding:**
  - 1,378 vehicles exceed the speed limit by 10+ MPH
  - 891 vehicles exceed the speed limit by 11+ MPH
  - 697 vehicles exceed the speed limit by 12+ MPH



# ***TRAFFIC ANALYSIS 112<sup>TH</sup> AVENUE***

## **Eastbound (E/B) 112<sup>th</sup> Ave. between Washington St. and Larson Dr.**

- **Speed Limit:** 35 MPH
- **Total Vehicle Count (3 Days):** 16,482
- **85th Percentile Speed:** 46.7 MPH
- **Speed Compliance:** 85% of vehicles travel at or below 46.7 MPH
- **Excessive Speeding:**
  - 3,352 vehicles exceed the speed limit by 10+ MPH
  - 2,400 vehicles exceed the speed limit by 11+ MPH
  - 2,036 vehicles exceed the speed limit by 12+ MPH



# ***TRAFFIC ANALYSIS 112<sup>TH</sup> AVENUE***

## **Westbound (W/B) 112<sup>th</sup> Ave. between Washington St. and Larson Dr.**

- **Speed Limit:** 35 MPH
- **Total Vehicle Count (3 Days):** 20,023
- **85th Percentile Speed:** 42.53 MPH
- **Speed Compliance:** 85% of vehicles travel at or below 42.53 MPH
- **Excessive Speeding:**
  - 949 vehicles exceed the speed limit by 10+ MPH
  - 584 vehicles exceed the speed limit by 11+ MPH
  - 447 vehicles exceed the speed limit by 12+ MPH



# ***MOBILE AVIS***

**Can be moved throughout residential areas where speeding complaints are prevalent**

- **Improved Traffic Safety:** Reduces speeding, lowering accident risks and protecting pedestrians.
- **Crime Deterrence:** Encourages compliance with speed limits, promoting safer driving habits.
- **Data-Driven Decision Making:** Provides accurate traffic data for law enforcement and City planners.
- **Cost-Effective Solution:** Reduces officer workload, allowing resources to be allocated elsewhere.
- **24/7 Monitoring Capability:** Operates continuously, ensuring consistent enforcement without officer presence.
- **Supports Public Awareness Campaigns:** Reinforces safe driving messages through automated enforcement.



# ***RECOMENDED VENDOR***

## **Verra Mobility**

- **\$2,500 lease per month per fixed camera**
- **\$2,500 lease per month for mobile trailer or pod**
- Service fee\* for each registration look up
- Service fee\* for each citation issued
- Service fee\* for printing and mailing each citation
- **\*Total service fees \$7.00 per citation**



# ***VERRA MOBILITY PROVIDES***

- AI-based incident processing with human verification
- Software platforms designed for user-friendly law enforcement review
- Payment portal with customizable options for bilingual messaging and multiple payment options
- Financial system for tracking inquiries and audits
- Mobile court interface with downloadable photo evidence and real-time adjudication options
- Communications development and support
- Media relations assistance
- FAQ development and responses
- Public facing web content
- Full court system



# ***POTENTIAL POSITIVE OUTCOMES***

- **Enhanced Traffic Safety:** Reduces speeding, accidents, and pedestrian injuries
- **Efficient Law Enforcement:** Allows officers to focus on other duties
- **Data-Driven Decision Making:** Provides traffic and safety analytics
- **Revenue Generation:** Fines can support public safety initiatives and traffic safety
- **24/7 Monitoring:** Ensures continuous enforcement, unlike patrols



# ***NEXT STEPS***

## **Camera Locations:**

- Determine how many fixed systems to install
- Determine if mobile camera is wanted

## **Legislative Action:**

- Adopt ordinance to authorize AVIS technology and define speed corridors
- Approve contract with Verra Mobility

## **Technical Planning:**

- Determine optimal camera locations and quantity
- Determine power source at each location

## **Infrastructure & Deployment:**

- Install necessary infrastructure and signage
- Deploy cameras and begin enforcement



# *QUESTIONS?*



**CITY OF**  
**Northglenn**

Direction	Location	Survey Results	Events ( 5% of survey results)	Violations sent to PD (80%)	Citations Issued ( 98% of Violations sent to PD)	Paid Citations	Verra Fee	City Net Revenue
EB	1362 W 104th Ave	4293	2147	1717.2	1683	1178 \$	15,379.00	\$ 31,740.97
WB	1362 W 104th Ave	1378	689	551.2	540	378 \$	6,634.00	\$ 8,490.93
NB	10546 Irma Dr	995	498	398	390	273 \$	5,485.00	\$ 5,436.12
SB	10546 Irma Dr	703	352	281.2	276	193 \$	4,609.00	\$ 3,107.13
EB	1645 E 112th Ave	3352	1676	1340.8	1314	920 \$	12,556.00	\$ 24,235.55
WB	1645 E 112th Ave	949	475	379.6	372	260 \$	5,347.00	\$ 5,069.22
EB	1390 E 120th Ave	368	184	147.2	144	101 \$	3,604.00	\$ 435.17
WB	1390 E 120th Ave	838	419	335.2	328	230 \$	5,014.00	\$ 4,183.89
EB	10500 Blh Huron St	462	231	184.8	181	127 \$	3,886.00	\$ 1,184.91
WB	10500 Blh Huron St	427	214	170.8	167	117 \$	3,781.00	\$ 905.75
NB	9780 Melody Dr	127	127	101.6	100	70 \$	3,262.00	\$ (474.10)
SB	9780 Melody Dr	29	29	23.2	23	16 \$	2,674.00	\$ (2,037.39)

Assumptions:  
 5 % of survey results are assumed as events  
 80% of events are sent to PD for review  
 PD approval rate is 98%  
 Payment rate 70%

**This is an estimate and not a guarantee of volumes or revenue, and should not be binding between Verra and the City**

# SPEED STUDY DEMO SUMMARY

## Northglenn, CO

Page	Direction	Block	Total Potential Violations	Posted Speed	Trigger Speed	Traffic	Potential Violation %	Study Date
1	Eastbound	1799 E 120th Ave	368	45	55	43,710	0.84%	1/20, 1/21, 1/22
2	Westbound	1799 E 120th Ave	838	45	55	47,404	1.77%	1/20, 1/21, 1/22
3	Eastbound	10500 Blk Huron St	462	40	50	29,917	1.54%	1/20, 1/21, 1/22
4	Westbound	10500 Blk Huron St	427	40	50	20,862	2.05%	1/20, 1/21, 1/22

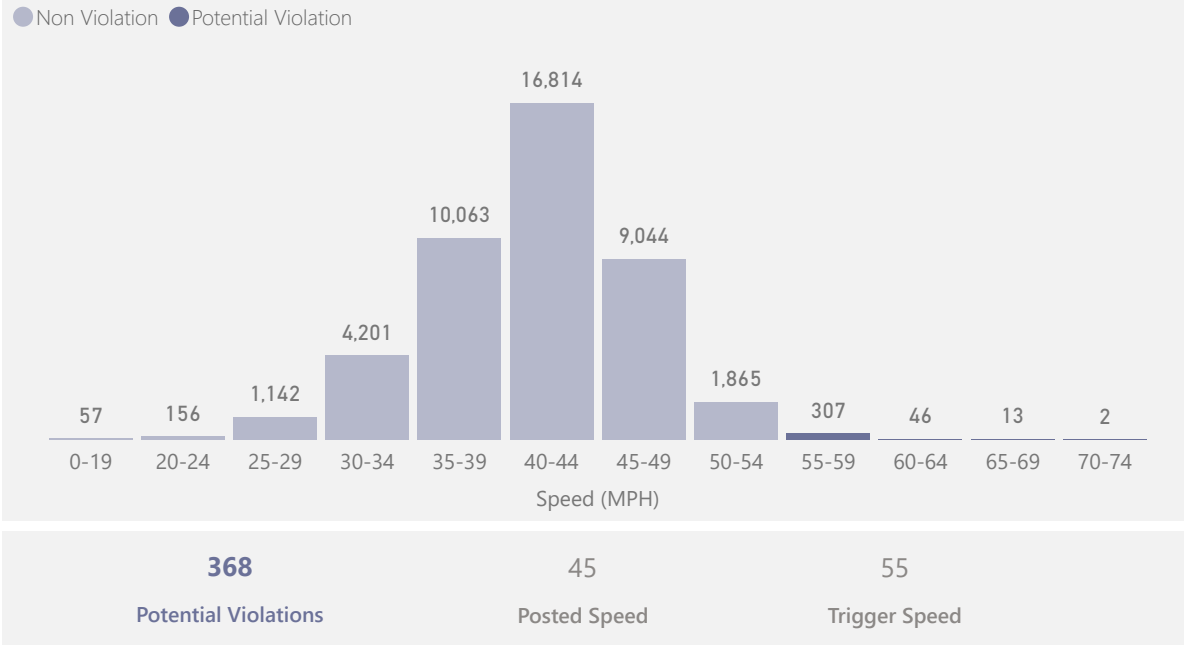
# 1799 E 120th Ave

Eastbound

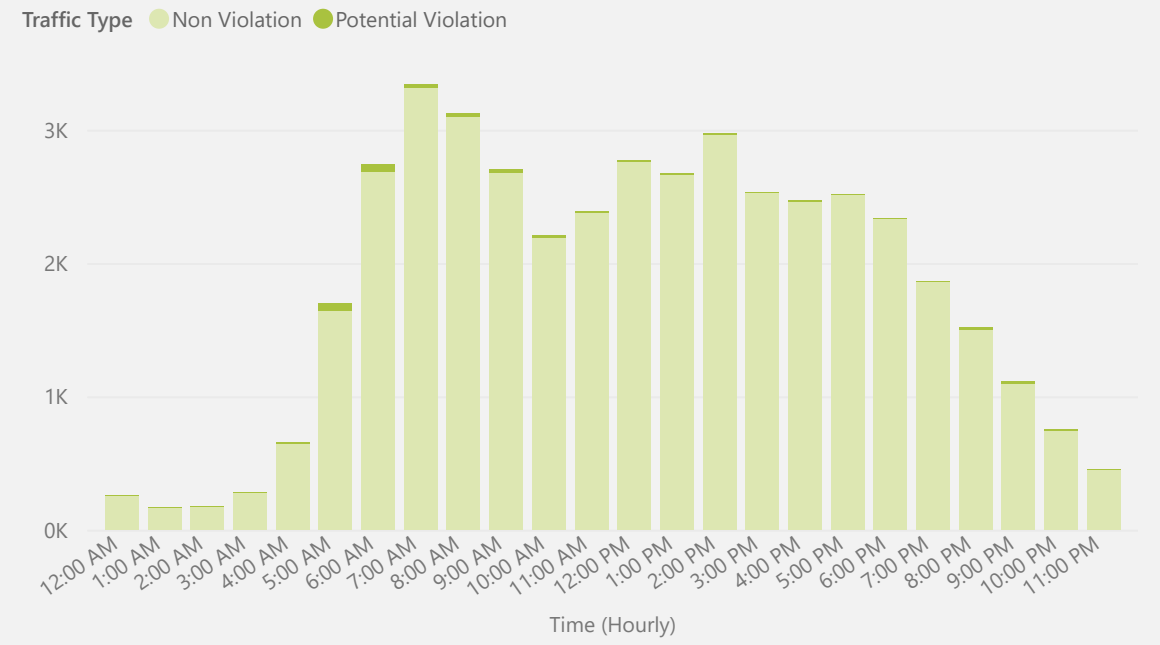
Speed Study Recorded Activity 24/7

Date	Potential Violations	Traffic
Tuesday, January 20, 2026	130	14,793
Wednesday, January 21, 2026	117	15,115
Thursday, January 22, 2026	121	13,802
<b>Total</b>	<b>368</b>	<b>43,710</b>

Recorded Traffic by Speed Bucket (All Days)



Traffic by Time of Day (All Days)



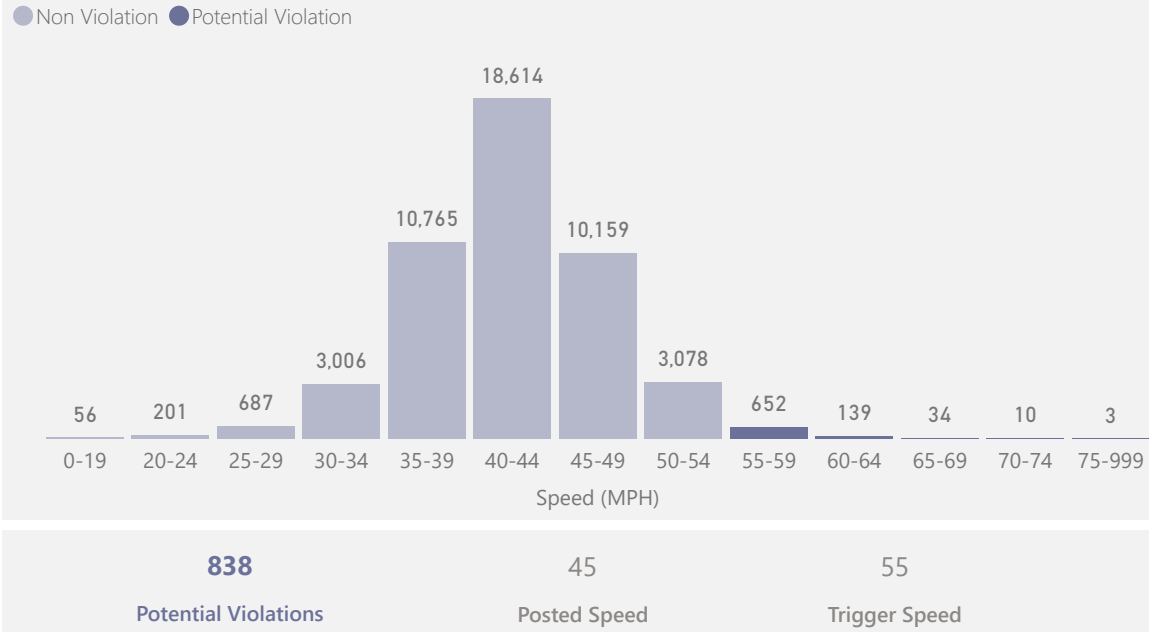
# 1799 E 120th Ave

Westbound

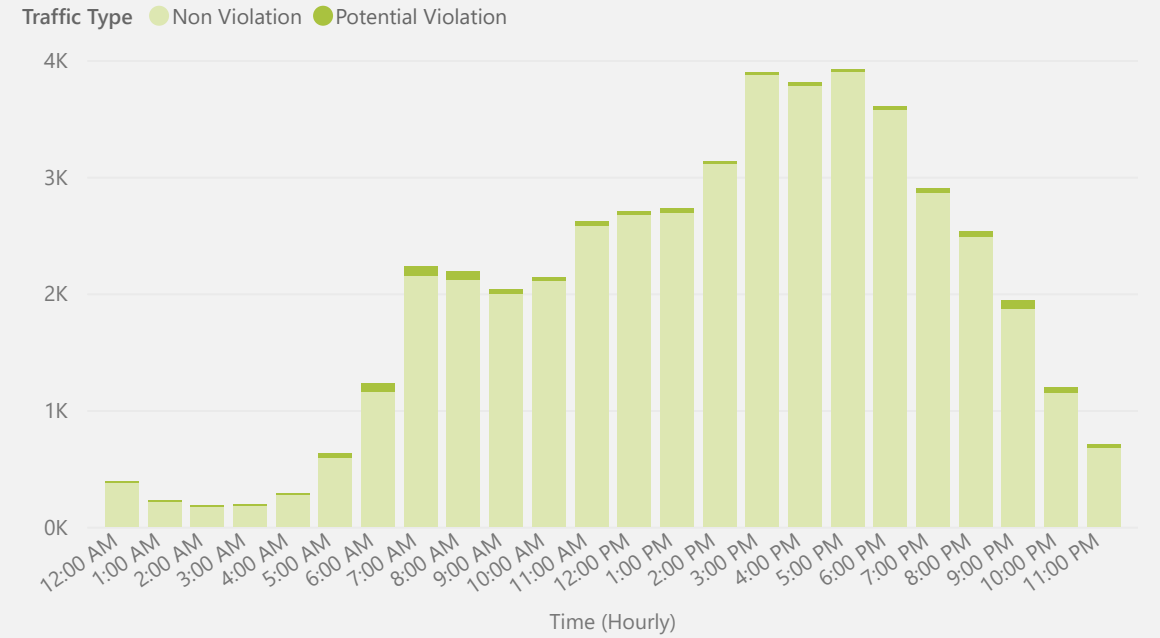
## Speed Study Recorded Activity 24/7

Date	Potential Violations	Traffic
Tuesday, January 20, 2026	270	15,308
Wednesday, January 21, 2026	256	15,824
Thursday, January 22, 2026	312	16,272
<b>Total</b>	<b>838</b>	<b>47,404</b>

### Recorded Traffic by Speed Bucket (All Days)



### Traffic by Time of Day (All Days)



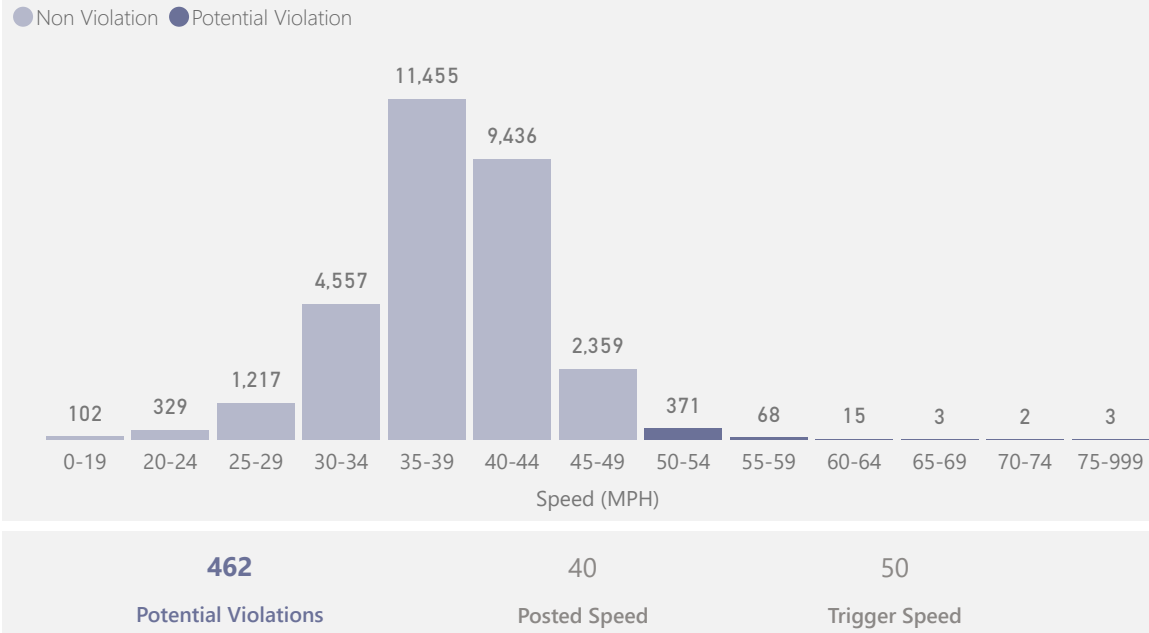
# 10500 Blk Huron St

Eastbound

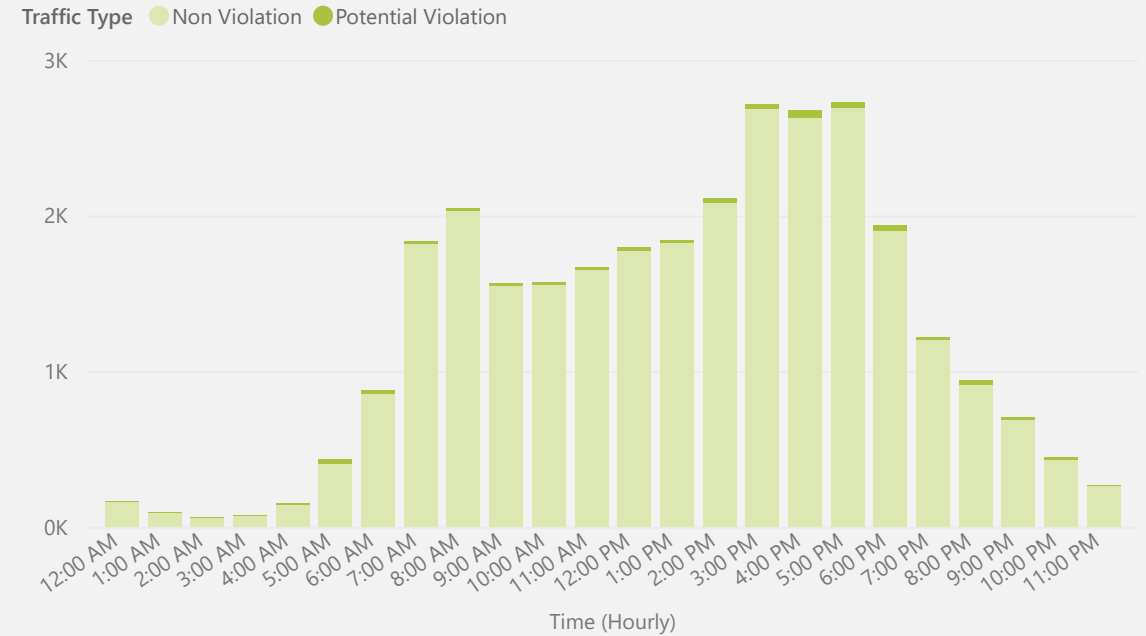
Speed Study Recorded Activity 24/7

Date	Potential Violations	Traffic
Tuesday, January 20, 2026	148	9,907
Wednesday, January 21, 2026	154	10,192
Thursday, January 22, 2026	160	9,818
<b>Total</b>	<b>462</b>	<b>29,917</b>

Recorded Traffic by Speed Bucket (All Days)



Traffic by Time of Day (All Days)



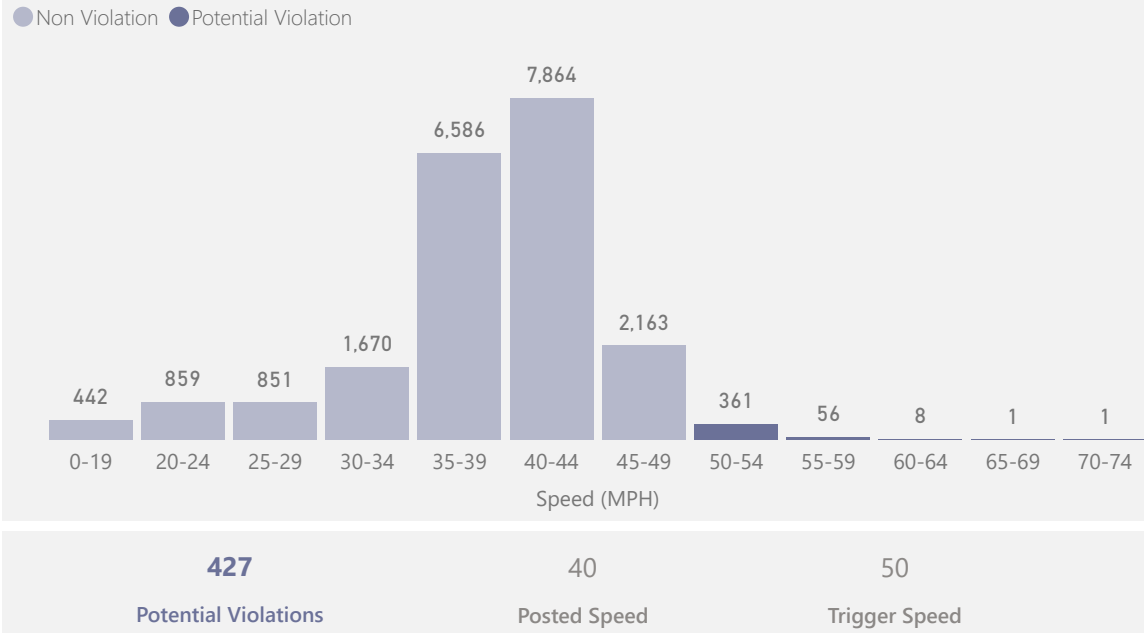
# 10500 Blk Huron St

Westbound

Speed Study Recorded Activity 24/7

Date	Potential Violations	Traffic
Tuesday, January 20, 2026	147	6,997
Wednesday, January 21, 2026	131	6,764
Thursday, January 22, 2026	149	7,101
<b>Total</b>	<b>427</b>	<b>20,862</b>

Recorded Traffic by Speed Bucket (All Days)



Traffic by Time of Day (All Days)

